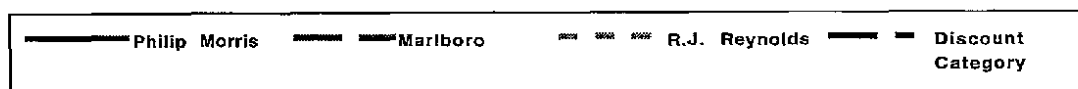
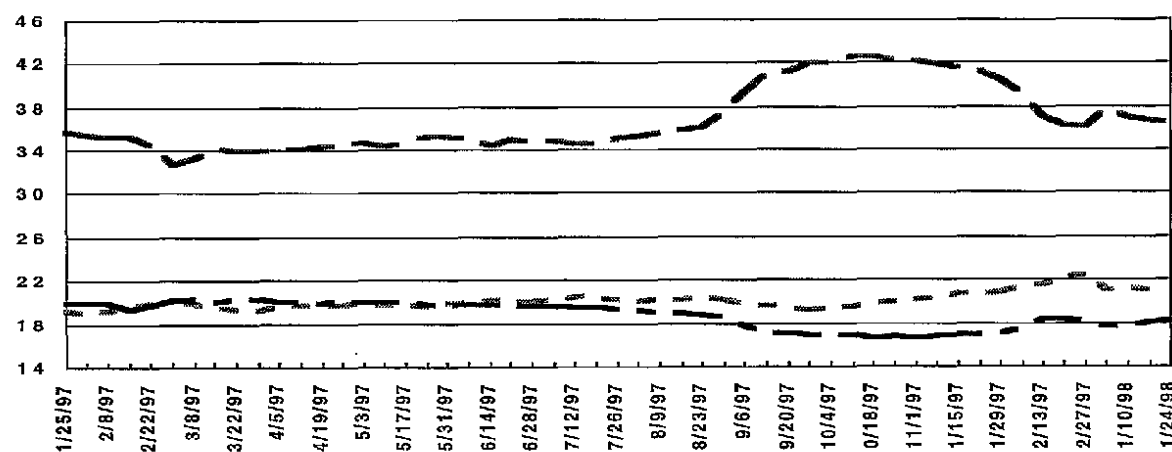
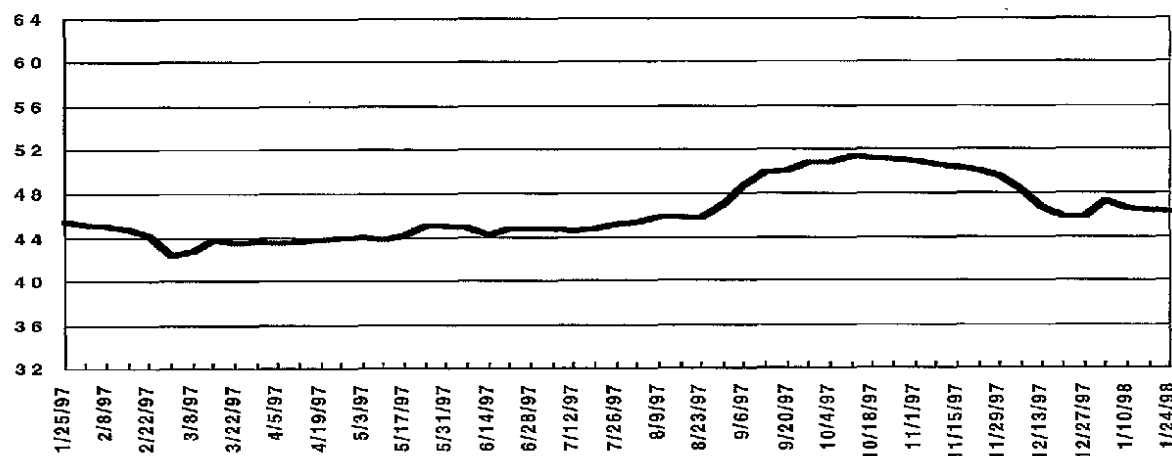


CROWN CEN MARKETING (J. Lucas) THROUGH W/E 1/24/98



	26 WK	13 WK	FY '97	YTD '98	DIFF
Philip Morris	48.92	46.35	46.35	47.08	0.73
Marlboro	39.65	36.44	36.85	36.99	0.14
OPB	5.89	6.27	6.18	6.20	0.02
Basic	3.00	3.23	2.90	3.48	0.57
R. J. Reynolds	20.70	21.46	20.21	20.75	0.54
Camel	4.91	5.39	4.94	5.12	0.18
Winston	5.96	6.10	5.42	6.42	1.00
Doral	2.95	3.33	2.76	3.48	0.72
B&W	8.32	8.79	9.61	8.11	-1.49
GPC	1.85	1.79	1.98	1.87	-0.11
Lorillard	14.60	15.69	15.07	16.76	1.70
Newport	13.79	14.94	14.06	16.07	2.01
Liggett Group	7.30	7.55	8.59	7.15	-1.45
Premium	82.58	81.80	81.22	81.66	0.44
Private Label	7.25	7.50	8.54	7.17	-1.37
Avg Ind CPW	174.69	156.84	179.52	155.21	-24.31
Avg PM CPW	85.46	72.69	83.21	73.08	-10.13
Avg Marl CPW	69.26	57.15	66.16	57.42	-8.74
# of Stores	227	227	227	227	0

Source: STARS Store Level Data

Leadership Accounts Package

2071842588